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AIR

EOQA 88021

Chief, EE

8 April 1957

Chief of Station, Germany

Info: BOB

Operational/CABORI

PRIORITY

LOGASSOCK/Request for Project Renewal

References: A. EOQA 39340  
B. EOQA 39580  
C. ESW 5656  
D. DTR 10696

1. The attached material constitutes both an independent review of this project and request for renewal and redocumentation of this project, i.e., a new Field Project Outline. You will note that portions of the material covered in our Memo were previously covered in EOQA 85155 and EOQA 37114. We reiterated some of this information/data in the interest of presenting Headquarters with a completely integrated report to facilitate Headquarters handling of action requested by the field.

2. You will note that an attempt has been made to keep the Memo of manageable length; it is supplemented by a number of annexes which contain supporting detailed data. The year 1956 was used as the principal period of reference for natural reasons. It was in 1956 that the project's present character took shape (through purchase of the printing press, introduction of many of the special items, etc.), although some of the fundamental changes such as the switch to West German mailing began even earlier. We were interested in assessing the project as it now stands with its present capabilities and operational methods, for this seemed the most meaningful approach in determining LOGASSOCK's value to KUBARK.

3. In the light of Ref. D and the specific request to "implement reforms as indicated in Washington dispatches" we offer the following specifics on the points raised in para. 4 of Ref. C:

a. Of a total of 472,472 items produced in 1956 the following identities One, Two, Four and Five which account for 112,749 items or nearly 24%, can be interpreted as meeting the criteria established in para. 4 of Ref. C namely, the production and distribution of special publications to cover new worldwide developments on short notice (the Khrushchev speech, the Polish, Hungarian developments are best evidence of this). A further conclusion would be that a capacity to meet the criteria of para. 4 of Ref. C exists and will continue to exist.

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b. Total distribution for 1956 consisted of 392,539 items or 83% of production. If a monthly average production of approximately 40,000 units is considered, a normal inventory would comprise at least a figure equal to one month's production, then an indicated actual inventory of a two months supply would not constitute too great a gap between production and distribution. It appears to us that distribution lags which appeared early in 1956 are remedied at this time. Obviously this must be watched continually. *Review*

c. Of 392,539 items distributed, a total of 281,528 or nearly 72% were mailed, 9% were sold and 19% distributed by hand and none by balloon. Paragraph 4 c of Ref.-C appears to be based on erroneous information. We draw particular attention to the existence of a master matrix file comprising of some 75,000 East German addresses and the capacity to categorize these into special or pinpointed target groups. *Mass*

d. Organizational expenditures for 1956 amounted to ☐ DM or roughly \$☐. This was 18% of the total monies spent in calendar year 1956. The budget figures proposed by Berlin do not provide for an increase in these expenditures and none appear necessary except for small increases in salaries in keeping with normal personnel management and common German practice. Savings in other expenses can probably be effected to offset such increases. We concur that a survey to determine whether savings in personnel and other costs can be effected is in order. *inordinately high* *OK*

e. Attention is drawn to the fact that cost-wise as well as quantitatively the items questioned under para. 4 e, Ref. C constitute only a minute portion of the project's activity. The discontinuance of these items would not materially effect either the budget or the organizational structure. Our recommendation is that such items in the targeted letter series as constitute a CADRANK type effort be continued to the extent that current budget limitations permit. *studies samples only*

f. We agree that the production of research abstractions or conditions in the East Zone, Soviet strategy, etc., are not necessarily contributing to the KUCAGK objectives of this project directly. On the other hand, it will be difficult to keep CADRIER (or most "cold warriors" of his type) from getting on to "cloud 14". Since most of these fellows live their work day and night it is doubtful if they can be kept from expressing themselves in some form. It is debatable whether to prohibit their doing so would aid in good agent management. *only + then/reading* *CONTROL*

4. We make the following budgetary recommendations:

a. The project should be redocumented to provide a 1957 budget of \$☐ on the assumption that three of the permanent publications comply with the stipulations of Ref. C, para. 4 (see para 3 a. above). We consider their quarterly reproduction (rather than three times a year as heretofore) in order. *etc* *NO*

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b. Our evaluation of Identity 3, considering improvement in content achieved in the past year and considering that it is susceptible to further improvement, would justify in our opinion not only its continuance but also it being issued on a quarterly basis.

These two changes therefore would appear to justify a budget increase to \$12,000 for fiscal 1958 and we request this figure be approved.  $+2 = 8$

Coordinated: \_\_\_\_\_

Approved: \_\_\_\_\_

Attachments:

1. Memo h/w
2. Attach. A as s/c
3. Attach. B as s/c
4. " C-1 as s/c
5. " C-2 as s/c
6. " C-3 h/w
7. " D, 1-14 as s/c
8. Identity list as s/c

Distribution:

- 3 - ME w s/c and h/w att
- 2 - BOB " " "

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S/C ATTACHMENT TO EOQA 88021

IDENTITY LIST

Identity One:	<u>Die Kurve</u> - H <sup>2</sup>
Identity Two:	<u>Extra</u> H <sup>2</sup>
Identity Three:	<u>Die Frau</u> 25%
Identity Four:	<u>fernschreiber</u> ✓
Identity Five:	<u>Tunnel</u> ✓

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ANNEX K.1

H/W ATTACHMENT TO ZOGA 86021

Following are an outline and synopsis of the attached appraisal of LCCASSOCK conducted by FRAM/CADREY in connection with renewal and redocumentation of the project.

Outline

- I. A. NATURE and PURPOSE.
- B. FUNCTIONS.
- C. MECHANISMS.
- D. PERSONNEL.
- II. A. BACKGROUND HISTORY.
- B. MEDIA.
- C. DISTRIBUTION.
- D. COSTS.
- E. ACCOMPLISHMENTS.
- III. CONCLUSIONS.

Synopsis

- I. The project utilizes a publishing house and a nominal advertising agency as well as mailing, distribution, evaluation, and testing units to produce and distribute KUCAGE media into the GDR in pursuit of current GDR foreign policy objectives as implemented by KUBARK. A description of the organizational mechanisms and personnel assets employed.
- II. Appraisal of the project, including a brief history, in terms of actual accomplishments. Descriptions of the media, distribution, costs, and indications of effectiveness. In 1956 the project produced nearly 50,000 items which were distributed principally by mail from Western Germany. Limited hand and settor border distribution facilities were also employed.
- III. Conclusions: The project has capabilities to produce useful, quality KUCAGE items and to deliver them into the GDR. Distribution methods are efficient and testing/control techniques refined and comprehensive. LCCASSOCK complements other Station assets and activities in a purposeful manner.

500,000

I.

A. NATURE AND PURPOSE OF THE PROJECT: Project LCCASSOCK utilizes for KUBARK purposes the editorial, publishing, and propaganda capacity of CARDINALE and CARLABON as well as the project's regularly tested distribution capabilities into Eastern Germany. (NOTE: Although CARDINALE and CARLABON are set up as a publishing house and an advertising agency respectively, neither functions at present as a normal commercial enterprise; rather, the two firms provide an overt framework

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for the project's activities). The editorial/publishing/distribution facilities of the project have been exploited for the production of such varied media as magazines, newspapers, pamphlets, and newsletters in furtherance of current project objectives via a via Eastern Germany.

### 6. FUNCTIONS:

1. The utilization of the assets described above involves: (a) the production and publication of a number of media (currently 12) directed against and designed to weaken or destroy Communist manifestations in the GDR; and (b) distribution of these media principally through East German mailing operations directed against GDR targets, but also through hand distribution groups in the GDR and West Berlin sector-border sales to East Germans.

2. The creative aspects of the WDR-ONE production process include the collection, analysis, and evaluation of operational data for the purpose of planning and recommending WDR-ONE operations to be conducted by WDR-ONE (or, in instances, conceivably other) assets against the GDR and, incidentally, against other appropriate East European satellites.

3. The continuous assessment of WDR-ONE products and operations per se and of the efficacy of distribution includes correspondence with a large number of East German (and a few Soviet bloc) readers as well as the use of refined techniques to test the effectiveness of mailing actions.

4. WDR-ONE conducts, as an adjunct to its GDR operations, a satellite mailing action which mostly dovetails with its East German activities. WDR-ONE, posing as various East German propaganda agitators, has developed mail contact with a substantial number of individuals principally in the German-speaking frontier area of Czechoslovakia, but also in other Soviet bloc satellites. The objective is to exploit the chain contacts (from one satellite to another) in the treatment and presentation of information by the various Communist regimes. Specifically, publications sponsored by the propaganda organs in the GDR, the East German-satellite satellite, tend to exert relatively Western influence on the other satellites, whose governments often consider such material dangerous or intolerable. Taking advantage of this "dialectical lag", WDR-ONE in 1946 forwarded approximately 2,500 up-market letters accompanied by such publications and other literature for mailing into the satellites. In response to this selective action, directed chiefly against pillars of intelligence, WDR-ONE received 700 written replies and developed 157 steady mail contacts.

5. In addition, WDR-ONE has developed and is continuing to develop political action secrets within the project and in West German political, artistic, and intellectual circles who are capable and willing to participate in activities to weaken and influence or remove one or other forms of totalitarianism in the Federal Republic.

6. WDR-ONE carries out its editorial/production and distribution activities through the following entities:

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1. CARDINAL, a publishing house established and operated in strict accordance with pertinent laws and regulations, to which the four major LOASDOCK publications are attributed and which overtly receives donations from the PRINKE organization of anonymous donors through which SUBARK financial support is channeled.

2. CARDINAL, an advertising agency registered as a sole proprietorship in the Principal Agent's name, which conducts other LOASDOCK activities not appropriately attributable to a publishing house.

3. A Mail Controls Office which develops, implements, and evaluates the various techniques used by LOASDOCK to test the effectiveness of mail distribution.

4. A "Customers' Office" which maintains files on and conducts correspondence with East German (and some Soviet bloc) readers. LOASDOCK staff employees responsible for maintaining contact with home distributors and for the conduct of sector-border sales are also located in this office.

5. A Printing Shop with press, typesetting, and mimeograph equipment in which all LOASDOCK items except the four major CARDINAL publications and one special item are processed.

6. PERSONNEL: LOASDOCK's personnel complement consists at present of 29 salaried employees. Of these, nine are engaged in operational planning and editorial work, nine in mail distribution, and the remainder in such production and support functions as printing, typesetting, administration, and secretarial duties. Salaries are determined in accordance with responsibility and experience. For appropriate jobs the prevailing union wage scale has been adopted. In addition, LOASDOCK publications are edited by 22 persons in various parts of Eastern Germany. For the most part these are personal friends of LOASDOCK personnel who offer their services on the basis of friendship and ideological motivation and are compensated for expenses only. A complete breakdown of permanent personnel according to functional responsibility, date of employment, salary and clearance status is appended as Annex "A".

II.

### A. BACKGROUND HISTORY:

1. Project LOASDOCK has its origin in the Principal Agent's long anti-Communist activity, which now extends over a period of nine years. Beginning in 1948 he worked for several years in various West Berlin organizations dedicated to combatting Communism, while deriving his basic income from freelance journalism. In the course of these activities, the Principal Agent developed a small editorial team particularly adept at producing falsifications of Communist publications. He sought financial support for the production and distribution of these publications and -- on an ad hoc basis -- received it from QUICKEN, CASEY, and, later, SUBARK. SUBARK exploitation of the group increased steadily from mid-1952 and the activity was formally documented as Project LOASDOCK in March 1953.

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2. In the 1951-1952 period the Principal Agent's organization consisted of a staff of about five and a group of free-lance contributors whose material was distributed by various anti-Communist resistance groups and by its own hand-distribution organization, which has included as many as 20 separate nets. In the interests of both security and efficiency a basic decision had been made by early 1955 to shift distribution emphasis from carrier nets to West German mailing. In 1956 the latter method accounted for roughly three-quarters of total IOASHOCK distribution. This change in emphasis is reflected in the decrease to four hand-distribution nets (to whom material is virtually rationed and whose efforts are specifically and regularly tested) and the addition of some 10 employees to the IOASHOCK staff to handle the folding, stuffing, stamping, and shipping tasks involved in the extensive mailing operations.

3. The substantive nature of IOASHOCK activities has developed from the ad hoc production of single magazines by a group primarily editorial/journalistic in character to the mounting of various propaganda and political action operations based on carefully considered analyses of political/psychological conditions in the target area. Steps in the progression toward more intensive operational planning are marked by various activities gradually added to the production of major publications. In 1953 one of the IOASHOCK political action operations was primarily responsible for the failure of a GDR cultural offensive spearheaded by Minister Johannes Becker. In the same year the project began and has since had demonstrable success with the use of such psychological warfare techniques as rumor and superstition, the latter tied to the astoundingly widespread German interest in astrology. The procurement of a small printing press in April 1956 has facilitated the low-cost implementation of these and other psychological approaches to small and specific audiences through small internally produced publications (1-2 pages, generally described as IOASHOCK's targeted letter series).

4. The number of steady mail contacts which have developed from IOASHOCK's readership has shown remarkable growth. The project is now in contact with about a thousand self-correspondents who, constituting a fairly representative cross-section of the population, afford the opportunity to conduct useful and unique public opinion surveys in an Iron Curtain country.

### 2. IOASHOCK

1. IOASHOCK operational endeavor is presently centered on the production of some twelve IOASHOCK publications; four major items each appearing three times a year and eight low-cost, specialized items (produced on project equipment) directed against selected targets. Total production for 1956 was nearly half a million items. The major publications, two newspapers and two magazines, are addressed chiefly to the following population segments: middle and upper class tradespeople, the tabloid reader, women, and the intelligentsia. These items, printed in approximately 25,000 copies per issue, represent the bulk of IOASHOCK activity in terms of manpower and funds and are overtly attributed to the IOASHOCK publishing house (which maintains a West German address for its mailhead). Brief characterizations and evaluations of each follow:

Identity One: An editorially aggressive newspaper in the style of

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a "weekly" primarily for middle and upper class tradespeople. Content emphasis is on political developments with a tendency to view them from an economic standpoint, advantageous because of the West's economic superiority and the economic basis of Marxist philosophy. A series of feature articles give balance to an attractive and well-edited publication.

### Identity Two:

A tabloid newspaper directed toward the lower and relatively uneducated classes. This medium capitalizes for KUCAK purposes on the demonstrated appeal of the boulevard newspaper and its standard features: many pictures, short texts, a touch of sex, and a tendency toward sensationalism. No final judgment can be given on this item -- relatively new in its present form -- but it has already effectively combined in content the political message and the tabloid format and character.

### Identity Three:

A women's magazine rendered extremely attractive by the use of colour and quality paper. In addition to carrying political articles in a manner suited to its character, the publication carries in many smaller ways a propaganda impact based on the fact that many things from jazz to fashion have become in recent years political issues in the U.S. Judging by the number of readers' reactions, it is KUCAK's most popular single item.

### Identity Four:

A collection of sophisticated Western editorial comment on timely issues, designed for K R editors, journalists, politicians, and intellectuals. This item derives its effectiveness from the aura of objectivity lent by an editorial review of the world press. The well-chosen items of freely-expressed opinion are printed under the individual banners of the various newspapers, resulting in a graphic attractiveness unusual for press reviews.

2. a. The eight special items, with few exceptions, are the part-time work of one or two editors each, are designed to exploit specific psywar techniques in respect to specific target audiences, and require relatively little extra effort. During 1956 a total of 77 issues of the various special items were produced in a total of approximately 250,000 copies. (One of this series, a publication which reprints appropriate speeches (e. g., the Khrushchev speech) and documents, accounted for about 150,000 copies, since it was used to hit targets of opportunity in special operations.

b. Each special item (some cost as little as \$25.00 per issue) is geared to an accepted psywar technique and to a specific objective such as the creation of internal dissension among Communist regime supporters or the encouragement of absenteeism. Each is targeted against a carefully selected group. The

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The project has great flexibility in regard to these internally-produced publications and the continuation of an item is directly tied to the effectiveness it demonstrates in achieving its operational purpose. If a particular item does not prove sufficiently rewarding operationally, or if the target is deemed to have lost sufficient priority, the publication can be dropped or replaced. Annex "B" contains a complete listing of the media currently utilized by LOASACK. Included also are data on operational purposes, targets, and production for 1956.

3. Project media and assets are adaptable and have been used to capitalize on KROG opportunities presented by such extraordinary events as the Polish uprising and the Hungarian revolution. In addition, the project, by utilizing up-to-date address lists and its efficient mailing assets, is organized to undertake pin-pointed KROG operations against targets of opportunity afforded by local conditions or developments in the GDR. Examples are LOASACK's prompt action in exploiting labour unrest in Magdeburg in October 1956 and a recent action directed against visitors to a large farmers' convention in the GDR.

#### C. DISTRIBUTION:

1. LOASACK distribution into the GDR is carried out by three methods: mailing from West Germany; hand distribution in the East Zone; and West Berlin sector-border sales. In 1956 the last accounted for a very respectable 9% of the total, hand distribution for about 19%, and mailing operations for approximately 72%. Exact figures on production and distribution are designated as Annexes "C1" and "C2". The difference in the totals is explained by the stock on inventory, small "operational reserves" of various items held for use against targets of opportunity, copies of GERMANY publications held for simultaneous sale with other GERMANY items at the sector-border kiosks, and a number for such miscellaneous purposes as public relations, files, etc..

2. LOASACK mailing operations, which account for such a large portion of distribution, deserve special mention. Procedures used -- the result of much experience -- are as successful as they are systematic. By calling East German telephone books, classified (yellow-page) sections, address books, newspapers, and the like, LOASACK compiles selective, up-to-date address lists for each of its publications. Addressograph matrices are then prepared for each of these specialized target-group lists, which are usually tailored with a particular LOASACK item in mind. (General, cross-section target matrices, of course, present no problem, since the project's master matrix file -- now comprising around 75,000 addresses -- can easily be tapped for such purposes). Thus, with its media, matrices, address lists, and varied envelopes with back-stamped return addresses, LOASACK is so organized that purposeful targeted operations can be implemented at will and according to topical priority and need. By virtue of the refined procedures and the technical equipment used, LOASACK is able to deliver particular items to selected targets with a precision unparalleled by other nation GERMANY projects. When preparing batches of stuffed envelopes for dispatching to West German mailers, the mailing office in West Berlin systematically diversifies the batches in such a manner as to gain foolproof assurance that an inconspicuous geographical scattering of the items takes place in the GDR. LOASACK also uses

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its own printing press to print the envelopes of various shapes and colours with the numerous West German return addresses used, a process which would be difficult and less secure if sub-contracted to another printer. All in all, the project's mailing procedures appear to be unmatched in the Station for system, purpose, and precision.

3. The control methods used to test the reliability and effectiveness of all three methods of distribution are noteworthy for their variety, their refinement, and their generally conclusive results. LOHAS-OK tests every phase of the distribution process, devoting 3% of the total product to various testing devices. By including indistinguishable letters destined for LOHAS-OK, Berlin, instead of the target audience, LOHAS-OK confirms the proper functioning of its West German mailers. Blind-tested control letters are systematically incorporated into the mailing editions in order to test East German censorship and to judge overall distribution efficiency. About 90% of these control letters are duly returned by the GDR post office (in which individual employees undoubtedly use the regulations of bureaucracy to cover their silent collaboration with Western resistance organizations via the 125 notional West German addresses maintained with the cooperation of the Fedrep post office. (For its covert satellite mailing action LOHAS-OK uses East Berlin return addresses which, due to the vagaries of post office district mailing, are actually serviced by West Berlin post offices. About half of the satellite control letters are returned to LOHAS-OK). Since slight typographical variations are printed by LOHAS-OK on questionnaires included in some of the publications, LOHAS-OK can determine from questionnaires returned by East German readers by which method -- hand, mail, or border-border sales -- the item entered the target area. In addition, a code technique is employed to test the comparative efficiency of the various hand distribution groups. The coded questionnaires also allow a comparison of the effectiveness of the distribution methods in evoking readers' reactions. Several of the testing techniques developed by LOHAS-OK have been introduced into other GDR projects conducting mailing operations. Appended as Annex "B" is a more detailed description of LOHAS-OK distribution controls.

D. Costs:

1. During 1956 LOHAS-OK costs were divided in up approximately the following manner:

Production:	46%
Distribution:	15%
Personnel (exclusive of distribution personnel):	24%
Administration (overhead, inventory additions, etc.):	15% *
TOTAL	100%

\* It should be noted that 1956 inventory additions included major, one-time purchases such as a printing press, and that therefore this percent-

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age does not accurately reflect the proportion of the budget normally utilized for purely administrative expenses. Your attention is invited to the itemized breakdown.

Qualified personnel (such as a typesetter and a printer) and specialized equipment (such as the addressograph machine) permit an efficient operation. LCCASBOOK produces not only most of its special items -- usually small-format, low-circulation publications -- but also prints all the envelopes, wrappers, and questionnaires used in its extensive mailing operations.

2. A series of annexes (B 1-11) constituting a detailed cost analysis for LCCASBOOK operations for 1958 have been appended as a separate cover attachment. Included are annual cost breakdowns for total expenditures and individual breakdowns for printing costs, fees, distribution expenses, etc.. In addition, breakdowns of unit (per copy) and total costs for the major publications are provided. Taken together, these data provide a meaningful picture of operational costs in LCCASBOOK and suggest a purposeful and deliberate approach in the management of the project.

4. APPRAISAL:

1. During the last few years LCCASBOOK has been built up into an organization with a talented operational/propaganda staff and excellent support facilities. The project appears to be now at its peak efficiency, capable of fulfilling its current tasks and perhaps, with minor adjustments, of assuming yet other priority COMSEC-related assignments.

2. Insofar as COMSEC is LCCASBOOK operations have been instrumental in forcing a modification, a partial "de-politicizing," of the LCCAS press (and my estimate is that that has definitely been the case). LCCASBOOK has played a leading role in that process. The chronological relationship between the use by LCCASBOOK and other station assets of certain editorial and printing techniques and their adoption by the LCCAS press is most impressive. A detailed citation of these need not be presented here. Suffice it to say that during 1956 no less than nine LCCAS publications introduced expensive four-color pictures and devoted an increasing amount of their limited space (paper is in short supply to Western type topics which in their end effect can only be prejudicial to Communism. Perhaps one of the most significant aspects of this process is that it can be reversed only with great difficulty or not at all.

3. In addition to the general contribution cited above a number of concrete indications of effectiveness can be listed:

- a. Press attacks by the opposition specifically directed against LCCASBOOK operations.
- b. Covert harassment, confusion, and intelligence operations directed by the opposition against the LCCASBOOK organization and its distribution complex.

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- c. The rapidly growing number (from the GDR about 1,000 and from other satellites about 150) of readers of LUCASBOOK material who wish to remain in active correspondence with the organization.
- d. Documentary confirmation of distribution effectiveness such as mail censorship tests, anonymous letters, and returned letters which addressees have refused to accept.

4. One arrives at a favorable conclusion in judging the effectiveness of LUCASBOOK operations on the basis of three criteria (as has been done above): suitability of product to its target audience; extent to which the target audience is reached; and audience reaction. Quality KUCAL items are being infiltrated into the GDR principally by West German mailing -- the most efficient and secure method -- and are evoking tangible reactions which compare favorably in nature and number with other Station (KUBARK) operations.

### III. CONCLUSIONS:

A scrutiny of LUCASBOOK operations has led us to the following general conclusions:

a. The project possesses talented personnel assets capable of producing quality KUCAL items ranging from magazines to mimeographed sheets. The LUCASBOOK editorial team is considered to be concise, efficient and adept in the conceiving and tailoring of KUCAL items to achieve desired aims with selected population targets. In addition, the principals of the project are unusually sensitive to the problem of continual assessment of KUCAL publications and their resonance with the target audience.

b. LUCASBOOK disposes over adequate distribution facilities for mailing, hand, and sector-border dissemination of its products. As a general rule "dated" items are distributed on a timely basis. Undesirable delays in distribution have occurred in the past, usually due to temporary dislocations caused by special propaganda actions or other factors which occasionally upset the general balance in production and distribution capacity. In such cases, delays have been restricted to non-perishable items. It is felt that mailing operations, which comprise the bulk of LUCASBOOK distribution, are now so organized that capacity can be quickly expanded to meet any unusual temporary needs. Refined testing techniques are regularly employed to gauge the effectiveness of the distribution methods used. The results of these tests as well as the number of reactions from readers of LUCASBOOK publications provide satisfactory indication that the production is reaching its target audience and is achieving desired effects.

c. With its four major publications (aimed at middle and upper class tradespeople, women, the intelligentsia, and the tabloid reader) and its targeted letter series (eight low-cost items aimed at selected groups and employing such tested psychwar techniques as rumor and superstition) LUCASBOOK exercises, in our opinion, a very substantial influence on its East German audience. One of the most significant specific targets within the general audience is the body of editors and politicians who control Communist information media. The varied nature

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of **DISASSOCK** publications and their specific target categories purposefully complement other **DISASSOCK** activities and products directed toward Eastern Germany. Station **DISASSOCK** operations in that area have been planned to, and fortunately do, cover the spectrum from political satire to professional legal advice (aimed at countering the injustices and duplicity of the Communist regime). Within that spectrum **DISASSOCK** fulfills an important role which cannot be covered by other existing projects as presently constituted.

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ANNEX "A"  
S/C ATTACHMENT TO EGQA 88021PERSONNEL

(OPS/ED)

<u>NAME</u>	<u>RESPONSIBILITY</u>	<u>DATE OF EMPLOYMENT</u>	<u>SALARY</u>	<u>CLEARANCE STAT.</u>
MARBACH, Karl-Heinz	Principal Agent; Chief of <sup>C</sup> Cramp Werbung and Aequator Verlag; Operational Planning & Direction; Supervision; Liaison	a. 3 months in 1948 Chief of Press sect. KgU; left because of disagreement with internal procedure and personnel policies. b. First contacted by KGBARK through PEPAREY (with whom he associated in free-lance capacity) in Nov. 1950. First production for KGBARK in Dec. 1950	DM 1500.	Full Operational Clearance 26 July 1951.
SIMMERMACHER, Werner Heinrich Julius	Chief Editor; Basic responsibility for composition of Aequator Verlag Publications; Participates in liaison, Public Relations; and operational planning.	May 1952-April 1953, First employed by CW on free-lance but fairly steady basis, early 1953.	DM 1000.	Pending (Rqst. for OA submitted 7 Dec. 55, EGQA 28171)
HEINEMANN-RUFER, Ulrich	Deputy Principal Agent; Editorial responsibility for <u>das schlagzeug</u> jazz publication	March 1955, by CW	DM 1000.	OA, 27 Feb. 57 EGEW 6266
SCHMIDT, Guenther Otto Rainer	Immediate Supervision of Sector Border Sales and Hand Distribution (under guidance of MARBACH & LOBRES)	January 1956	DM 750.10	Pending (OA Application submitted 16 March 1956, EGQA 30697)

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ANNEX "A"

(OPS/ED Cont'd)

<u>NAME</u>	<u>RESPONSIBILITY</u>	<u>DATE OF EMPLOYMENT</u>	<u>SALARY</u>	<u>CLEARANCE STAT.</u>
GRAEBER, Heinz	Supervision of Mail Controls; Evaluation of Questionnaires for DMR Public Opinion Polls; Expert on development of new control procedures and statistical problems.	November 1955	DM 750.10	OA Application to be submitted. (Police and All-Agency Traces completed July 1956. No derogatory information)
JOHN, Alexander (changed from SZONH-JOHN, Nov. 55)	Editor and Expert on Russia (returned POW)	1 January 1956	DM 750.10	Pending (OA Application submitted 29 Feb. 1956, EGBA 30111)
SCHNEIDER, Horst Konrad	Editor	1 March 1955	DM 690.00	Pending (OA Application submitted 7 Dec. 55, EGBA 28169)
LOBBES, Hans	Public Relations & Liaison Contacts; Security Officer	Transferred to CW from BOB/REDCAP, effective 1 July 1953.	DM 1000.	Presumably OA before transfer to Cramer Werbung
HAMANN, Charlotte Maria, nee ENDLER	Basic responsibility for Satellite Mailing; (speaks Czech & other Slavic languages)	August 1955	DM 448.00	Pending (OA Application submitted 3 August 1956, EGBA 34399)
(SUPPORT)				
VOSSLON, Erich	Chief of Printing Shop and handles routine liaison with commercial printers.	By CW since December 1954	DM 750.10	OA, 8 August 56, EGBA 4351.

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(SUPPORT Cont'd)

<u>NAME</u>	<u>RESPONSIBILITY</u>	<u>DATE OF EMPLOYMENT</u>	<u>SALARY</u>	<u>CLEARANCE STAT.</u>
SCHULZ, Margot Scharlotte Luise Tilda	Chief Administrative Officer; Editor of Von Herz zu Herz	15 February 1956	DM 633.	Pending (CA Application submitted 12 October 1956, EGBA 36012)
MARQUARDT, Ernst Edward Alfred	Administrative Assistant	ca. July 1953	DMW 570.	Operational Clearance, 3 Nov. 54, EGOW 20037
KORB, Georg Bruno	Typesetter	June 1956	DMW 522.	None (Local police and All-Agency Name Traces, June 1956. No derogatory information.)
LEMONICK, Kurt Gustav Moritz	Administrative Assistant and Assistant Bookkeeper	1 November 1955	DM 500.00	Pending (CA Application submitted EGBA 32738, 6 June 1956)
BUSE, Vera Elisabeth Helga	Stenographer	May 1956	DM 278.00	None (Local police and All-Agency Name Traces June 1956. No derogatory information)
(SECRETARIES)				
LOMBARDINO, Sophie Renate nee SAARO	Secretary	January 1957 (provisionally)	DM 450.00	None (Name traces pending)
LOEFFLER, Ingeborg Ursula Klara; nee LINEK	Secretary	January 1957 (provisionally)	DMW 400.00	None (Name traces pending)

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ANNEX "A"

(SECRETARIES Cont'd)

<u>NAME</u>	<u>RESPONSIBILITY</u>	<u>DATE OF EMPLOYMENT</u>	<u>SALARY</u>	<u>CLEARANCE STAT.</u>
PIEK, Gerda Alma Lina	Stenographer	March 1956	DMW 360.	None (Local police and All-Agency Name Traces June 1956. No derogatory information.
RANFT, Brigitte Ursula Margarete	Secretary	August 1953, (Tentatively planning to leave CW, 30 April 57 to get married)	DM 359.	Operational Clearance 26 May 55, BGW 24447.
EBERSTEIN, Helene Maria Gisela	Secretary	February 1957 (provisionally)	- ? -	None (Name Traces Pending)
(CLERICAL & ADMIN. HELP (DIST))				
SCHOEFFLER, Ina Martha	Clerical and Admin. help (Dist).	January 1957 (provisionally)	DM 200.	None (Name Traces Pending)
SCHAAF, Friederike Katherina Gisela; nee PESZYNSKI	Administrative Assistant (Supervises mail office personnel)	December 1955	DM 314.	None (Local police and All-Agency Name Traces June 1956. No derogatory information)
KORB, Margarete nee VOIGT	Mail Office clerk	July 1956	DM 314.	None (Wife of Georg KORB, typesetter)
PRAST, Ursula Margot nee LIER	Clerk and Secretarial Help	October 1955	DMW 283.	None (Local police and All-Agency Name Traces, June 1956. No derogatory information).

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ANNEX "A"

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## CLERICAL &amp; ADMIN HELP (DIST) Cont'd)

<u>NAME</u>	<u>RESPONSIBILITY</u>	<u>DATE OF EMPLOYMENT</u>	<u>SALARY</u>	<u>CLEARANCE STAT.</u>
PULS, Halga Ellen Betty nee SCHMITZ	Clerk and Secretarial help	September 1956	DMW 283.00	None (Name Traces Pending)
BRUNKE, Eleonore; nee SCHROEDER	Clerk and Secretarial help	September 1956	DMW 283.00	None (Name Traces Pending)
BUCKSCH, Christa Doris	Clerk and Secretarial help	April 1956	DMW 255.00	None (Local police and All-Agency Name Traces June 1956. No derogatory information)
VOSSLON, Luise Hanna Hedwig; Wife of VOSSLON, Erich, above	Administrative & Clerical Assistant	October 1956 (Part time work previously)	DMW 157.00	None (Local Name Trace Requests negative. All-Agency Traces
BECKMANN, Gerda Irmgard	Administrative and Clerical help	23 January 1956		None (Local police and All-Agency Name Traces June 1956. No derogatory info. DMW 260.65

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ANNEX "B"  
ATTACHMENT TO EOQA 88021

NOTE: This annex has been borrowed almost in toto from EOQA 39340, which contained detailed descriptions of the various media and their purposes. Paragraph & other references are to that dispatch. While we would not have formulated some of the characterizations (e.g., that of Die Frau) as has been done, we nevertheless feel that the descriptions are both valuable and informative.

### ALQUATOR VERLAG PUBLICATIONS:

These are the project's major publications, each of which usually appears three times a year.

Die Kurve A newspaper in the style of a "weekly" primarily for middle and upper class tradespeople.

Die Frau A magazine designed for female audiences.

Fernschreiber A collection of sophisticated Western editorial opinion on timely issues, designed for the intelligentsia.

Extra A newspaper in boulevard style for persons of  
(predecessor publ: middle and lower intellectual level.  
Das Illustrierte  
Wochenblatt)

### SPECIAL PUBLICATIONS:

These special items employ specific KUCAGE techniques against carefully selected targets.

Nachrichten aus A type of CAMBANK operation, a model targeted letter for  
Deutschland specific East Germans praised by East German press for loyalty and service to GDR.

SED Lagebericht A black circular letter designed for DDR functionaries and attributed to an SED opposition group.

Klatsch A collection of trivia designed for Security Services, the Peoples' Army and other regime supporters.

Horizont An attack on Communist functionaries through the vehicle of astrological analysis and prophecy, designed primarily for functionaries and secondarily for persons interested in or susceptible to this medium.

Von Herz zu A collection of Western marriage advertisements compiled  
Herz for East Germans seeking mates and calculated to stimulate E/W mail correspondence.

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<u>Die Sprechstunde</u>	A four-page item devoted to practical problems of health maintenance for "healing practitioners" calculated to alienate functionaries and encourage absenteeism.
<u>Das Schlagzeug</u>	A four-page item calculated to spread the popularity of jazz in East Germany, primarily targeted at East Zone youth organizations and jazz fans.
<u>Tunnel GmbH</u>	Documentary publication of speeches, etc. calculated to embarrass or otherwise hamper the Communist control machinery, distributed indiscriminately to East Germans.
<u>Satellite Mailing</u>	Through encouraging exchange of publications among the Soviet Satellites, designed to sow confusion, exert a Westernizing influence on the press and establish mail contacts.

Detailed descriptions of the media and their purposes follow:

a. Die Kurve is conceived along the editorial lines of a weekly newspaper, the sort which stands above daily events, picking out trends and turning points. Content emphasis is on political developments with a tendency to view them from an economic standpoint. (Advantageous, among other reasons, because of the acknowledged economic superiority of the West, the economic plight of the DDR, and economic basis of Marxian philosophy.) This is balanced by a series of features - short story fiction, a picture section, theatre, a women's page, research and technology, etc. The point of heaviest emphasis is the front page editorial, usually an incisively aggressive and well-phrased summing-up by Identity 7. The overall impression sought is a contemplative review of world developments, informatively outlined, and principally for middle and upper class business and tradesmen in the DDR. It is distributed by mail, courier, and sector border sales. As of 25 January, 66 Soviet Bloc Die Kurve readers are corresponding with its notional editor. We believe Die Kurve serves the objectives described in Paragraph 13b, (1) and (2) above.

b. Die Frau is discussed in EGDA 35052, dated 30 August 1956. At the risk of oversimplification it can be described as an attempt to give - in a publication - to the Soviet Bloc woman certain things which the Communist system cannot provide, both in terms of content and in technical quality (paper and printing techniques). While straight-forward political polemics have no place in a woman's magazine (although the issue following the Hungarian Revolt has a strong political aspect), the publication encourages imaginative and individualistic thought patterns and activities which are feasible for most women in the Soviet Bloc. These can be manifested in choice of wardrobe and makeup, decoration of the home, and upbringing of children, to name only a few. Also, Die Frau is probably the best example of a characteristic which, we hope, applies to all Identity 1 publications to greater or lesser degree: It is entertaining and interesting whether the reader is looking for a lecture on politics or not. In its quality - technical and editorial - it represents a level commonplace in the West but which, their recent efforts notwithstanding, the DDR has not been able to attain. Thus, the publication is a continuing source of embarrassment to them, and for the reader, its propaganda effect lies

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in the concrete attractive evidence of the Western desire to provide the oppressed population with moral support, and to do so in a manner evidencing understanding for their circumstances. 1)

1) Our contention that Die Frau has a strong political impact is challenged in Reference A and E. Coincidentally, a neutral but authoritative arbiter recently provided us with an opinion on this question: A West Berlin administrative court denied the 1:1 currency exchange privilege to an employee of Die Frau von Heute (the DDR's magazine for women) living in West Berlin on the ground that it is a political pro-Communist publication. The incident is described in West Berlin's Der Tagesspiegel (15 January 1957) as follows: "The periodical of the Communist Women's League, 'Die Frau von Heute' a propaganda organ of the totalitarian system; whoever works there represents the opinions of the SED and combats the basic free democratic order. With this justification, the administrative court confirmed the revocation of the right of salary exchange of a female editor of this publication living in West Berlin. The 40 year old plaintiff, who lives in Neukölln, has been working there since 1949 as editor and reporter for cultural questions and has been receiving the favorable exchange rate. The privilege has now been withdrawn. The plaintiff had maintained that only a non-political housewife's magazine was involved and that she wrote only non-political articles. (AktENZEICHEN VG II A 345.56)"

(Objectives: Paragraph 11 i) and Paragraph 13b (2) and (3)) Its primary target is, of course, women in the Soviet Bloc, and the subscribers' addressograph file consists of a selected group of appropriate candidates in this category. As of 25 January, Die Frau's notional editor is conducting active mail correspondence with 185 readers in the Soviet Bloc.

c. ferschreiber is, in its conception, an original idea of Identity 1, a publication designed specifically to fill a need which arises from the current political conflict. Each issue is intended to provide a complete and well-rounded summary of world editorial opinion on 3-5 developments of major significance. ferschreiber's approach is probably best summarized by the introduction appearing in Issue No. 1, Vol. 2:

"The commentaries printed here resemble a colorful fireworks display of opinions. Whoever reads them realizes: Here there is no party line; here, journalists have submerged themselves searchingly and objectively in political problems. They have made basic use of the right of free press to say loudly and clearly even those things which may be unpleasant or unwelcome. Even though the opinions and judgements may be widely varied, they are not an expression of disunion. Freedom of opinion rests on principles which have validity for all."

The audience for this publication - one which is considered a particularly significant target - is composed of people who read regularly the editorial pages of more than one newspaper; editors, journalists, politicians, and the intelligentsia. ferschreiber is the best example of an approach which is more or less common to all the Identity 1 products: It seizes upon some characteristics of Western Civilization (in this case freedom of the press) and, using it as a basis, builds an idea/publication which may be informative, interesting, entertaining,

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or all three. The publicist's skill is manifested in what he chooses and how he presents it to his target audience. The desired effect on the reader is the impression that the publication affords him something which is commonplace in the West (in this case a survey of freely expressed editorial opinion) which has been provided to him out of a sense of sympathy and desire to support him in his struggle with the Communist regime. Certainly he does not have to be told that such a thing is not available in the Soviet Bloc or that the Soviet Bloc press does not contain freely expressed opinions. (Of course, the pro-Communist reader is made uncomfortable by the objectivity of the opinions and information as well as their diversity.) The essential point in the conception of a publication like fernschreiber is that its acceptance by the reader (ergo its effectiveness upon him) rests on

a. its credibility as a genuine selection from accepted Western press media (as opposed, for example, to leaflets and other media which seldom appear in the Western press), and

b. the remoteness of propagandistic (with all the negative implications which the word implies) motives of the publisher.

We think that publication of fernschreiber serves all of the objectives, to greater or lesser degree, outlined in Paragraphs 11. 1) and 11); and 13b (1), (2), and (3). In addition to all DDR editorial offices, and those of the Western papers whose commentary is printed, the fernschreiber addressograph files contain names of persons with academic or other titles which mark them as members of the intelligentsia. The notional editor is in regular mail contact with 44 Soviet Bloc readers of fernschreiber shown by the DDR press, it has received considerable favorable comment from professional Western journalists, e. g. Salzburger Nachrichten and the German Federal Press Office.)

d. Extra is a modification of Das Illustrierte Wochenblatt which was introduced in September 1956 after prolonged discussions of the latter's strengths and weaknesses and general agreement that it was the least effective of the Identity 1 publications. It was conceived after the DDR government leveled criticism of a too liberal editorial policy at the DDR newspaper Die Wochenpost. Identity 1 began producing a falsified version of Wochenpost intended to exploit the situation. Political developments, and the gradual abandonment of the passive "anti-Communist" technique of copying their publications brought an attempt to give the Identity 1 Wochenpost a positive character of its own, and to produce it in a form generally accepted in the press field. In January 1956, the name was changed to Das Illustrierte Wochenblatt and an attempt made to compose it in the style of a daily newspaper. The fact that it appeared about once every four months and that distribution on a daily basis is not feasible are only two of the considerations which made this theory difficult of practical achievement. Dissatisfaction with Wochenblatt was increased by its relative inability (compared with the other Asquator Verlag publications) to recruit reader correspondents. It was finally decided that we might well try capitalizing on the demonstrated attractiveness (i.e. high circulations) of the boulevard newspaper - that is: many pictures, short texts, features, a touch of sex, and a tendency toward sensationalism. For Identity 1, the idea was feasible insofar as content was not pegged on daily events and journalistic irresponsibility was avoided. The audience intended for Extra is that to which a boulevard newspaper appeals, the lower and relatively uneducated classes.

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The response to the first issue has been encouraging, reflected by a distinct rise in the rate of reader correspondent recruitment (as against that of Wochenblatt), favorable comment and assistance from the chief editor of a successful boulevard newspaper (West Berlin's BZ), several signs of influence on the DDR press, and what appears to be a rather unique harassment operation by the MFS (on which we expect to report shortly). A final judgment is not yet possible, but it appears that the editorial changes have created a significantly stronger appeal, and that the observable response is increasing accordingly. Its notional editor is in active mail contact with 43 Soviet Bloc readers. The publication is designed to contribute particularly toward the objectives outlined in Paragraphs 11 i), and 13b (1) and (2) above.

e. Nachrichten aus Deutschland (NAD), in our opinion, comes close to being a model operation. Its theory and practice are described in some detail in EGNA 29677 (17 February 1956). The "integrity of style" (Stilreinheit), to which we alluded above, is manifested by a high degree of consistency in consideration of all the following factors:

- 1) Selection of a specific target audience;
- 2) Determination of objective(s) with respect to that audience;
- 3) Selection of a medium appropriate for the objectives and the audience;
- 4) Selection of attribution which is consistent with audience, objectives, and medium;
- 5) Selection of a distribution channel which is consistent with audience, objectives, medium, and attribution;
- 6) Selection of a follow-up method consistent with audience, objectives, medium, attribution, and distribution channel.

The NAD target audience is defined by appearance in the DDR and other Soviet Bloc press of names and addresses of individuals who publicly support the Communist regime. (Identity 1 has carded and addressographed more than 2,000 such names.) Such people regularly appear as authors of pro-Communist "Letters to the Editor," recipients of awards for outstanding party or mass organization work, etc. The objective with respect to that audience is to deny to the regime the assets which such persons represent. (In other words, a kind of Identity 8 operation). The selection of the technique arises from concurrent consideration of medium, attribution, distribution channel, and follow-up possibilities. The basic conception is that of a West German publisher (notional publisher of NAD) of a Newsletter (somewhat like the Kiplinger Letter in the United States) - a kind of mysterious observer of people and events in East Germany, apparently concerned with supplying accurate information to supporters of the regime and who leaves other possible motivation to the conscience and imagination of the addressee. The reaction sought in the target individual (aside from the news information which debunks the Communist line) is an apprehensive realization that he is being watched by someone in the West who may some day call him to account. The repeated reminder (NAD appears and is mailed about once a month.) to a person faced with the psychological problem of daily rational-

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izing his support of the regime is intended to dampen his enthusiasm and eventually bring about his withdrawal from pro-Communist political activity. Aside from target personalities who have taken up correspondence with the notional publisher, we have been able to observe several gratifying indications of effectiveness: i) A person cited as an activist in Letschin (Kreis Seelow) has apparently disappeared from public life, at least insofar as could be determined from local publications (Reference: the local "Notizbuch des Agitators"). ii) A person who had fled the DDR and later returned wrote to the notional publisher in an apologetic tone which clearly evidenced a guilty conscience and need for self-justification. iii) A farmer who had never been sent NAD wrote to the notional publisher with an explanation of a news story which falsely made him look like an advocate of the regime - an indication, we hope, that the concept of the notional publisher has already spread beyond his target audience. iv) Finally, it is interesting to note that - after the NAD operation had been underway for about eight months (i.e. Summer 1956) - the DDR press stopped printing the complete addresses of the NAD target audience. To return to the idea of "integrity of style", please note the specificity of the target audience and the objective, the conception of the mysteriously well-informed publisher, the newsletters are distributed by mail, and that it is natural for a publisher to write occasionally to his "subscribers" (follow-up) asking for opinions and suggestions. The notional publisher, as of 25 January, is in active mail contact with 57 of his "subscribers". To summarize, the NAD operation is a continuous and, we think, effective attack on a specific audience, designed specifically to contribute to objective 11 ii) above.

f. SED Lagebericht is conceived as a circular letter, periodically published by an opposition group of Communists within the SED. It is written for Identity 1 by a German former Communist, now recognized as an expert in this field (Identity 9). It is mimeographed on low-quality paper and mailed from within the DDR. The basic address material was given to Identity 7 by a fellow journalist in 1948 and allegedly represents information given to Occupation Authorities by Communists attempting to justify their claims for extra rations by describing their anti-Nazi activity. The letters contain analysis interpretations of theory which contradict DDR regime practice. The objectives are to alienate from the regime its convinced Marxist supporters (The Wolfgang Leonhard types, for example) and to provide them with valid Marxist arguments against DDR regime policy. This corresponds with the objectives in Paragraphs 11. ii) and 13b (3) above. Although we have no specific and documentary evidence of the effectiveness of this item (It carries no attribution and its readers cannot, therefore, write to the publisher as they do in the cases of other Identity 1 publications.), our judgment is that its editorial quality and the proven method of distribution (mail) guarantee reasonable impact. Also, the DDR press occasionally reveals reactions which might possibly be ascribed to the Lagebericht.

g. Klatsch is conceived as a direct attack on the Nationale Volksarmee (National Peoples' Army) and the DDR security services. The technique has several aspects: First, it is entertaining enough to guarantee a certain readership - target audience, postal censor, or mailman. Second, it is a distinctly Western product: Trivia of this kind is printed and otherwise circulated so widely in the West that it is commonplace and taken for granted. In the Soviet Bloc, however, trivia and gossip are alien to the basically political and argumentative press. Klatsch is aimed at this contrast and at East German readers who, we think, particularly appreciate it.

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Third, it is well suited to put rumors into circulation. While it makes no claim to veracity, it prints items in a context calculated to inspire a chuckle, stick in the memory, and to be repeated. Fourth, through humorous ridicule of politicians Eastern and Western, it demonstrates a privilege peculiar to the free world and provides the reader with an anecdote at the expense of the Communist regime. Finally, much of the trivia is taken from the Western scene - imagination catching items which focus attention on the West, and tacitly note that they have no counter-part in the East. The address list consists of a list of about 1500 KVP members provided by a former member of the UK Political Affairs Staff in Berlin to Identity 7 and the Identity 10 "Informant Warning Lists." Three types of indications of effectiveness have been noted: a marked rise in the amount of space devoted to trivia in the DDR press including use of items first carried by Platzsch (i.e. a forced modification of the Marxist press); publicity attacks of the type described in DBDA 34301; and the 11 (a relatively low figure) DDR readers with whom the notional publisher is in mail contact. It is designed to serve the objectives described in Paragraphs 11 ii) and 13b (2) and (3) above.

h. Horizont is conceived as a direct attack on advocates of Moscow Communism through the vehicle of astrological analysis and prophecy. This vehicle is another example of a commonplace phenomenon on the Western scene which takes on political significance when transplanted to the Soviet Bloc. In the West, it is studied without restriction by its advocates; others find it entertaining; few take it seriously. (It is perhaps worth noting also that astrology is much more popular in Germany than in the USA. All but the intelligentsia-oriented publications regularly carry horoscopes. Hawkers on Berlin streets can be heard to describe their paper's astrological contents in preference to the news.) In the East, it is damned by the dogma as superstitious and "unscientific, and "refuted" by the precision of dialectical materialism. Under such attack it becomes a cause celebre which attracts the attention of persons who would - under Western circumstances - be uninterested, but who recognize in it a vehicle for expression of their animosity toward the dogma and the regime. For the above reason alone, it can be seen that circulation of astrological material and ideas behind the Iron Curtain is in the interest of the Western cause (Paragraph 13b (3) above). Another argument can be made to show that peoples under oppression like that of Moscow Communism strongly tend, psychologically, to seek escape in such things as religion and superstition; that therefore the seeds of astrology find fertile soil in the East. Finally, it can be noted that some people are guided and a larger number are influenced by what appears in their horoscopes. (Identity 4 has an acquaintance who was brought to the verge of suicide by his horoscope. That Adolf Hitler was strongly influenced by his personal astrologer is a matter of historical record.) We think, therefore, that Horizont not only promulgates a general idea antagonistic to Communism, but also that it publicizes specific and suggestive analysis and predictions which are not without effect on Communist authorities and their antagonists. Accordingly, two specific target audiences are sought out: The first is a list of party functionaries and MfS employees, the second, a list of DDR pubs and taverns. (The objectives are in Paragraphs 11 ii) and 13b (3) above. The indications of effectiveness are of two kinds: First, the eight Horizont readers in mail contact with Horizont's notional publisher; second, the fact that DDR propagandists find it necessary to attack astrology continuously as unscientific superstition. This attack is manifested in a superabundance of press articles,

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hundreds of which have been forwarded to Headquarters in the past year. Indeed, a book dedicated to the same purpose was recently published. (Gerhard Zwerenz: Magie, Sternenglauben, Spiritismus, Urania Verlag, Leipzig/Jena, 1956). Interesting, too, is a sequence begun when Die Welt recently printed a horoscope which boded well for the SED. Very likely because favorable predictions of this kind are very rare and because the party has come to appreciate their impact, the Welt item was prominently reprinted in Neues Deutschland.

i. Von Herz zu Herz was conceived with a view toward exploiting the rather prosperous "marriage bureau" business in Germany and the substantial surplus of marriageable women over men which is particularly acute in East Germany. Its objectives are:

- (1) To encourage correspondence between East Germans and Westerners (i.e. Westerners who place "get-acquainted ads" in newspapers).
- (2) To encourage East German consideration of the material advantages of marrying a Westerner as opposed to a person whose dowry includes a share of Communist oppression.
- (3) More mail contacts for Identity 1 and the chance to investigate this field for other Identity 2 possibilities.

Of course the fact that the notional publisher has evidently founded an East/West German "marriage institute" also falls under objective in Paragraph 13b (2) above. The audience has been easy to reach: The DDR press contains a large number of individual marriage advertisements and DDR marriage institutes also make frequent use of the same medium. As for effectiveness, the notional publisher has received a written reply for every 133 items sent into the DDR in 1956. (She has also been told - unverified information - that two marriages have resulted.) We are sending Von Herz zu Herz to one DDR institute in about 12 copies and are reasonably certain that they are further distributed from there. (This institute has advertised "free lists" for its clients.) As a by-product of undetermined value, we have also learned quite a bit about the post-World War II history of DDR marriage institutes (from the 27 mail contacts) and their current problems.

j. Die Sprechstunde grew out of the concept "Managerkrankheit" (managerial illness) as applied to SED functionaries suffering physically under the increasingly heavy work-load imposed on them by the party. Its objective is two fold: to identify (in the minds, particularly, of functionaries) the physical repercussions of overwork on behalf of the regime and to suggest, tacitly, to the sufferer the possibility and a justification for absenteeism. The mailing list consists primarily of "healing practitioners" (Heilpraktiker) and midwives. The effectiveness is difficult to assess. The notional publisher is in mail contact with 5 DDR readers and we note fairly often in the DDR press articles on the same theme. (Whether the articles are printed for the same reasons and whether there are relationships between their publication and Die Sprechstunde are, of course, open questions. In terms of the objectives outlined above, this item falls under paragraph 11 ii) and 13b (3).)

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k. das schlagzeug is calculated to encourage the playing and popularity of jazz in the DDR. For an excellent outline of the objectives and techniques please see the attachment to EGBA 37696, pp 17-24. Along with astrology, we consider this one of the most potent psychological forces available to the West for an attack on Moscow Communism. The response to the two issues which have appeared thus far (September and December 1956) is unprecedented: For every 88 copies distributed, a written reaction has been received by the notional publisher, including a number from FDJ Chapters. The audience was originally conceived as youth organizations and jazz fans, not as easily identified from telephone and address books as some of the other categories singled out by Identity 1. FDJ meeting places, dance halls, etc. were included in the first mailing list. In practice, we find that schlagzeug apparently moves frequently from hand to hand. Many correspondents say they saw a copy in the possession of a friend or that it was passed along to them. The mailing list, therefore, is growing to include persons who have requested personal copies. In short, we consider this item one of the most effective in the Identity 1 list and most susceptible to further development and expansion.

l. The concept of Satellite mailing operations is based, briefly, on the theory that the Communist character of the press is most marked at the geographical center of the Soviet Bloc, and that- because of the necessity of adaption to the traditions and tastes of individual peoples - it becomes less marked (i.e. more "Western") as one progresses from Moscow, say, to the European periphery, the DDR. While this is a generalization and not without exceptions, it can be noted, for example, that the DDR press is more Western in character (because it must be adapted to German tastes) than that of the Soviet Union and most of the other Satellites. It follows that a relatively Western influence can be exerted on Satellite editors if their readers can be stimulated to agitate for publications like those in the DDR. Since the DDR publications are, in general, much more attractive than their Satellite counterparts, Identity 1 has sought to exert this kind of pressure by creating notional East Berlin Communist agitators who seek "pen-pals" and the exchange of publications in the other Satellites. (A special arrangement permits mailing to and from East Berlin.) Although the approach in this case is on a strictly Communist "Comrade" basis, the letters of a number of the correspondents suggest that they see through this approach and guess that they are in contact with the West. The best example is a Prague newspaper correspondent who visited East Berlin, found the address of his East Berlin Identity 1 correspondent to be nothing more than a bombed-out ruin, returned to Prague, and continues the correspondence as enthusiastically as ever. The effectiveness of this approach is indicated by the response: For every 13 addresses approached, one has become a mail contact. As of 25 January, the total is 205 and - particularly since November 1956, it has been rising fast.

m. Beginning with the special publications dealing with the West Berlin tunnel incident in April 1956 (EGBA 32320), the Tunnel GmbH series consists of authentic reports of speeches and protocols deemed by Identity 3 to be significant in the cold war. To date, it has published and distributed speeches by Leo Bauer, Chruschev, Gomulka, and Tito. The latest issue contains the minutes of the 19-21 October 1956 meeting of the Central Committee of the Polish United Workers' Party - the meeting at which leadership passed to Vladislav Gomulka. Tunnel GmbH is the only item of

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all the Identity 1 publications which is distributed indiscriminately to all addressees in the card and addressograph files. It serves the objectives outlined in Paragraphs 11 ii) and 13b (1), (2), and (3) above. As far as recruiting reader correspondents is concerned, it has the poorest record. (4,383 items per recruitment) In view of the character of the item, however, we are fairly confident of its effectiveness and do not feel that the "recruitment yardstick" is exclusively applicable.

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ANNEX "C-1"

ATTACHMENT TO EGQA



BERLIN-HALENSEE · KURFÜRSTENDAMM 136 · RUF 97 76 66

Auflagenhöhe Januar bis Dezember 1956.

	<u>Anzahl der Ausgaben</u>	<u>Gesamtauflage</u>
FRONT	3	71.050
FRONT-REPORT	3	22.450
FRONT	3	27.360
FRONT, WOCHENBLATT	3	60.430
FRONT	2	7.850
FRONT	14	153.959
FRONT	15	22.200
FRONT	9	11.331
FRONT	2	2.200
FRONT-INTERNATIONALE	7	2.200
FRONT-INTERNATIONALE	3	1.270
FRONT-HERZ ZU HERZ	14	3.547
FRONT-HERZ	11	20.314
FRONT :	12	229.840
FRONT-INTERNATIONALE :	77	242.632
G E S A M T :	89	472.472

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**ANNEX "B-2"**

ATTACHMENT TO EGQA 88021

21. März 1957

Gesamtvertrieb 1956

M o n a t s	Verkauf:	Hand:	Post:	Gesamt:
Januar	2 000	7 000	8 710	17 710
Februar	1 000	8 000	10 587	19 587
März	1 500	9 100	11 335	21 935
April			12 917	12 917
Mai	3 200	9 900	20 627	41 727
Juni		100	23 195	23 290
Juli	3 100	6 900	20 684	30 684
August	4 100	6 900	27 587	38 587
September	2 200	3 850	26 585	32 635
Oktober	3 075	1 000	21 933	26 008
November	5 600	10 200	46 305	70 105
Dezember	10 700	3 500	43 060	57 354
<b>Gesamtsumme:</b>	<b>36 561</b>	<b>74 450</b>	<b>281 520</b>	<b>392 539</b>

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ANNEX "C-3"

H/W ATTACHMENT TO EOQA 88021

### Distribution Control and Testing Techniques

By means of a series of carefully developed techniques, the following aspects of ICCASSOCK distribution are regularly tested with objective and generally conclusive results:

#### Mail:

- a. The reception by the West German mailers of the packages containing letters for their mailing is immediately confirmed by the return of receipts to Berlin.
- b. Proper mailing by West German mailers is confirmed through the inclusion of indistinguishable letters destined for ICCASSOCK Berlin, instead of the target audience.
- c. The effectiveness of ICCASSOCK mail in passing whatever censorship may exist in the target area is tested by the routine devotion of 3% of total items mailed to various gimmicks designed to cause each control letter to enter the denied area, pass the censor and return to ICCASSOCK (perhaps passing the censor a second time). This is the most important of all the distribution phases controlled. Since systematic tests were inaugurated in April 1956, an average of about 20% of such control letters has found its way back to ICCASSOCK.
- d. The satisfactory functioning (with the cooperation of West German postal authorities) of the ca. 125 ICCASSOCK notional return addresses in West Germany is routinely tested, independent of the flow of mail emanating from the Soviet bloc.
- e. The genuineness of return addresses appearing on mail from Soviet bloc residents is tested in cases where there is reasonable ground for doubting the item's ostensible origin.

#### General:

- f. By means of slight typographical variations, all questionnaires returned to ICCASSOCK can be distinguished as to whether they entered the denied area through the mail, hand or border sales channel.

#### Hand:

- g. By means of additional codes (pinholes, for example) questionnaires can be marked for identification with individual hand distribution groups- thus giving some indication of which are functioning satisfactorily, and also a yardstick for comparison of the effectiveness of one against the other.

SECRET

SECRET

ANNEX "C-3"  
Page 2

In addition to the above routine tests, other are sometimes used to test particular operations and for experimentation purposes. For example, a substantial number of questionnaires were sent out, pinpricked in such a way that every single addressee could be identified if and when he returned the questionnaire. This practice was abandoned because the overwhelming majority of readers give their true names and addresses when writing to LOCASSOCK. Experience has shown that no security hazard arises therefrom. (Also the coding process by the LOCASSOCK staff proved to be a tedious and consuming one which was unprofitable in terms of returns.)

Several of the techniques developed by LOCASSOCK are finding application among other CADORY projects conducting mail operations.

SECRET

1. Cost Breakdown by Month 1956
2. Total Expenditures 1956
3. Total Expenditures 1956 (with Special Actions not broken down)
4. Breakdown of Expenditures for an average month
5. Breakdown Printing Expenses 1956
6. Breakdown for Fees 1956
7. Postal Distribution Costs 1956
8. Publications Distributed by Mail - cost per copy
9. Postage Costs 1956
10. Frau costs 1956
11. fernschreiber costs 1956
12. KURVE costs 1956
13. EXTRA/WOCHENBLATT costs 1956
14. TUNNEL costs 1956

I. Druck Printing DM 32,0%

II. Fern, Pichard & Co. Schenker, Leipzig, Transport DM 7,5%

III. Personal Expenses

Redaktion Editorial DM

Gesamtheit Operational

Sekretariat Management

IV. Redaktion Editorial DM

Platz, Druck & Verlag DM

Gesamtheit Operational

Spezial Entertainment

Public Relations

Spezial Entertainment DM 4,0%

V. Vertrieb Distribution

Hand Distribution

Post Distribution

Sekretariat Management DM

Schreibstoffe

Subscriptions

Shipping

Transport u. Betreuung DM 17,0%

VI. Verwaltung Administration

Rente, Office Equipment & Supplies DM

Office Materials

Telefonatophone DM

Zeitungen Newspapers DM

Kleine Kasse Petty Cash DM 0,5%

VII. Inventar Inventory Addition DM 3,0%

Security Fund DM 2,0%

TOTAL Gesamtschreckung DM 100%

9545 PENNSYLVANIA AVENUE

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1958 errechnet  
 1958 errechnet  
 1958 errechnet

Breakdown of expenses for average month at DM [ ] as total expense  
 figure without consideration of Special Actions.  
 Monat

I.	Druck Printing	DM	[ ]	32,0 %
II.	Fees, Pictures and Information Honorare, Bilder, Informationen	DM	[ ]	7,5 %
III.	Personnel Personnel			
	Redaktion Editorial	DM	[ ]	23,0 %
	Organisation Operational	"	[ ]	10,0 %
	Sekretariat Secretarial	"	[ ]	37,0 %
IV.	Redaktion Editorial Operating Expenses			
	Plane, Travel and Travel	DM	[ ]	22,0 %
	Caroline and John Gies	"	[ ]	5 %
	Entertainment	"	[ ]	15,0 %
	Public Relations	"	[ ]	24,5 %
	Orientation Besichtigungen	DM	[ ]	4,0 %
V.	Vertrieb Distribution			
	Hand Distribution	DM	[ ]	16,0 %
	Mail Distribution	"	[ ]	75,0 %
	Secretarial Help	"	[ ]	8,5 %
	Schreibhilfe	DM	[ ]	74,0 %
	Sub distributors	DM	[ ]	15,0 %
	Shipping	"	[ ]	11,0 %
	Transport u. Betreuung	DM	[ ]	17,0 %
VI.	Verwaltung Administration			
	Maps, Office Equipment & Maintenance	DM	[ ]	32,5 %
	Office Materials	DL	[ ]	35,5 %
	Telephone	DM	[ ]	9,0 %
	Newspapers	DM	[ ]	9,5 %
	Petty Cash	DM	[ ]	4,5 %
VII.	Inventar Inventory Additions	DM	[ ]	3,0 %
	Security Fund	DM	[ ]	2,0 %
	Gesamtberechnung	DM	[ ]	100 %

Prüfung

Prüfung Sommer / 1988  
Aufteilung Druck / 1988

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Aufteilung Druck / 1988

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Aufteilung Druck / 1988

Prüfung Sommer / 1988  
Aufteilung Druck / 1988

100 %

Prüfung Sommer / 1988  
Aufteilung Druck / 1988

Beobachtungsjahr 1956  
Aufzuchtling Nummer 1956.

Agouti-Vorlauf

Proz	100				31,0 %
Fachschreiber					9,5 %
Kurve					20,9 %
extra/Vochendl					17,0 %
					19,0 %

Spezialarten Special

Horizont	100				4,5 %
Satz					0,5 %
Grtine Bedine					1,5 %
SED-Lagerbericht					1,9 %
Tenndl					3,6 %
					12,0 %

Control-Verfahren

1956	100				2,0 %
1956 Ingesamt					2,0 %

Postal Distribution

Postvertrieb / 19

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Packaging  
Verpackung

DM L

4,3 %

Stamps  
Briefmarken

Wert

36,0 %

Ost

7,7 %

Subdistributors West  
Leitstellen West

14,5 %

Packaging West  
Verpackung West

2,6 %

Names & Surnames Help  
Namen und Nachnamen

7

40,9 %

DM L

7

100 %

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• Publications Distributed by Mail

PUBLICATIONS IN FERNSTREIFBAND

Kosten für je 1 Exemplar:

Cost per copy

<u>Frau:</u>	Production	Herstellung	DM 1,51
	Package postage	Paketporto	" 0,054
	Envelope postage	Taschen-Porto	" 0,15
	Distributor	Verteiler	" 0,03
	Packaging	Verpackung	" 0,02
			<u>DM 1,764</u>

<u>fernschreiber:</u>	Production	Herstellung	DM 0,76
	Package postage	Paketporto	" 0,054
	Wrapper postage	Streifbandporto	" 0,10
	Distributor	Verteiler	" 0,03
	Packaging	Verpackung	" 0,02
			<u>DM 0,961</u>

<u>Kurve:</u>	Production	Herstellung	DM 0,77
	Package postage	Paketporto	" 0,033
	Envelope postage	Streifbandporto	" 0,10
	Distributor	Verteiler	" 0,03
	Packaging	Verpackung	" 0,02
			<u>DM 0,953</u>

<u>extra:</u>	Production	Herstellung	DM 0,67
	Package Postage	Paketporto	" 0,024
	Wrapper postage	Streifbandporto	" 0,07
	Distributor	Verteiler	" 0,03
	Packaging	Verpackung	" 0,02
			<u>DM 0,814</u>

# Postage Costs

Part 1  
Summary

West Berlin-W Germany package  
wrapping postage cost breakdown per 1  
cy publication

West-Berlin/Westdeutschland  
anteiliges Paketporto für  
1 Exemplar

West Germany-East wrapping  
& postage for 1 cy of  
publication

Westdeutschland/Zone  
Streifbandporto für  
1 Exemplar

Dues	5,4 Pfg.	15 Pfg.
fernschreiber	5,1 Pfg.	10 Pfg.
Kurve	3,3 Pfg.	10 Pfg.
extra	2,4 Pfg.	7 Pfg.

Westdistributors receive remittance of 3 pfg for each item mailed.  
Westverteiler erhalten für 1 Exemplar durchschnittlich 3 Pfg.

1. Total cost

Greenhouse

Large  
Small

Small  
Large

1. DN

2. DN

3. DN

4. DN

5. DN

6. DN

D. DN 2

R. DN 1

DN 1

Number of copies  
Surface

10,000

1 copy each

Exemplar kostate

DN 1

DN 1

Formschreiber / 1956

Total Cost for 2 editions  
Gesamtkosten für 2 Ausgaben:

GROSS		Klein	
D.	DM	D.	DM
H.	DM	K.	DM
K.	DM	F.	DM
	DM		DM

Number of copies:

Auflage: 28,450

12,000

1 copy costs:

1 Exemplar kostet:

DM -,76

DM -,38



K u r v e / 1956

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Total cost for 3 editions

Gesamtkosten für 3 Ausgaben:

	large Gross
D. DM	_____
H. DM	_____
K. DM	_____
P. DM	_____
	<hr/>
DM	_____

	post klein
B. DM	_____
K. DM	_____
P. DM	_____
	<hr/>
DM	_____

Number of copies  
 Auflage: 45.750

12.110

1 copy cost

1 Exemplar kostete: DM 0,77DM 0,40

extra / Wochenblatt / 1956  
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Total cost for 3 Editions

Gesamtkosten für 3 Ausgaben

	large
	Gross
D.	DM [
H.	DM
K.	DM
P.	DM 7.00
	-----
	DM [ 7
	-----

	small	copy
	klein	
D.	DM [	
H.	DM	--
P.	DM	7.00
	-----	
	DM [ 7	
	-----	

Number of copies  
Anlage: 38,000

22,480

1 copy costs:  
1 Exemplar kostete DM 0,67  
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DM 0,55  
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T u n n e l / 1956

Total cost for 5 editions

Gesamtkosten für 5 Ausgaben:

A.

H.

K.

B.

Number of Copies

Auflage:	Tunnel	8.000
	Chruschtsch.	40.000
	Gomulka	45.000
	Tito	45.000
	SK-Disk.	60.000
		199.000

1 copy cost:

1 Exemplar kostete DM 0,11

Production Herstellung DM -,11

Postage on printed matter Drucksache Porto " -,07

Package postage Paket Porto " -,015

Distributor Verteiler " -,03

Packaging Verpackung " -,015

1 Exemplar in Postvertrieb DM -,24

1 copy by mail distribution